

AN INTRODUCTION TO THE TRAVEL AND TOURISM INDUSTRY AND WHAT IT TAKES TO ACHIEVE A SUCCESSFUL CAREER IN IT



by Russell Johnson and Renton de Alwis

Presenting a fully customizable interactive training and recruiting program that introduces the world's largest industry to people who are about to enter the workforce or are already employed and wish to advance. Ideal for secondary schools, entry-level university curriculums or the human resources programs in corporations.

It explores the wonders of the world of Travel and Tourism: its history, its constant growth regardless of economic downturns, its importance in the world, its various sectors and how they work together, and the many opportunities it offers for those who choose to make it their profession.

It outlines the technical and people skills required to advance in position and income, expand personal horizons and have fun fulfilling people's dreams.

Produced in high-definition television, it can be delivered in formats ranging from web-based distance learning to projection to large auditorium-sized audiences.

It can be tailored for specific countries, languages, tourism industry sectors or corporate cultures.

**A CUSTOMIZABLE AUDIO-VISUAL LEARNING TOOL
FOR RECRUITING AND ENTRY LEVEL EDUCATION**

TRAVEL AND TOURISM: Opening Doors to Your Future is:

Educational: A multimedia introduction to the travel and tourism industry for use by educators and trainers in colleges and universities, institutes and secondary schools. Also ideal for Human Resources Development departments in the hotel, aviation, travel agency, tour operations or guiding and interpretation sectors for use during the induction of new employees.

Customizable to focus on a particular school, country, sector, company or association, adding new information modules and branding.

Motivational: Can be used as a basic introduction to Travel and Tourism as a career path to secondary school students. Optional customized and branded recruiting video can be distributed freely to schools, at job fairs and other recruiting venues, on web or social networking sites such as Facebook, MySpace and YouTube, and on mobile phones.



Sections:

1. The History of Travel
2. Travel and Tourism Today
3. How Tourism Works
4. Sustainable Tourism
5. Who Are The Customers?
6. Distribution: Connecting the Customer with the Experience
7. Marketing and Selling Travel
8. The Future
9. Travel and Tourism as a Profession

With Interactive Discussion Questions

Other custom modules available by special order

TRAVEL AND TOURISM: Opening Doors to Your Future is the successor to the “World of Many Faces” video and workbook, which has been used in universities, schools and companies around the world. It has been redesigned in an interactive format offering expanded content, greater depth, provisions for regular updates and localization and customization for NTOs, industry sectors, corporations and schools.



WHAT IS IN THE PACKAGE?

- . An interactive high-definition computer program with self-paced chapters suitable for projection in a classroom or auditorium.
- . A PowerPoint-compatible module for teachers, which can be customized by an instructor.



STANDARD VERSION

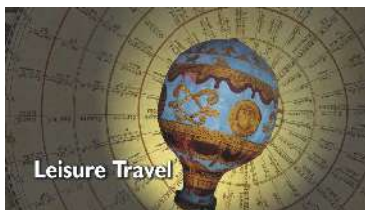
Educational: Standard International version includes DVD and a customizable PowerPoint-compatible version with sample script, which enables a teacher/trainer to augment the program with individualized content.

License: US\$280/year/classroom



CUSTOMIZED VERSIONS

Travel and Tourism: Opening Doors for Your Future can be custom tailored to any country, region, sector, company or school. Options range from simple branding to the addition of languages and new subject matter.



Tourism Boards, Government Education Ministries: Focus, visuals and information can be customized for specific destinations and the needs of the tourism industries within them. Can be distributed as an introduction to a tourism career path in national or state secondary schools.



Sector: Customized with new course material for a particular travel industry sector such as aviation, hospitality, tour operations, cruise, travel agent. Optional short recruiting video for free distribution.



Corporate: Tailored to an individual hotel chain, airline or other commercial brand. Can include customized information and corporate culture sections. Separate, short recruiting video for corporate web site.



Custom Educational: A customized Educational version with special sections focusing on special programs and recruiting. Short, separate motivational program with school's recruiting message can be distributed freely on school web site or on social networking sites such as Facebook and YouTube.

Prices for above depend upon degree of customization and volume of purchase. Customized versions may include videos from other sources.

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The Authors:

Renton de Alwis, currently Chairman of the Sri Lanka Tourism Development Authority, is one of Asia's best-known and respected tourism executives. With more than 30 years experience in tourism, business and communications management, he has been involved in marketing, promotion, conservation, human resource development, crisis management and information technology. His assignments have included Vice President Asia of the Pacific Asia Travel Association and CEO of the National Association of Travel Agents, Singapore. He has served as a Chief Technical Advisor and consultant with the UNDP, WTO, ADB, UNESCO, ILO and ESCAP in the ASEAN and SAARC countries, Greater Mekong countries and China. Renton has organized human resources conferences in Bali, Hong Kong and Vancouver and several training programs, including "World of Many Faces: An Introduction to the Profession of Travel and Tourism," the forerunner to this initiative.

Russell Johnson, President of California-based Travelmedia Communications is an award-winning broadcaster, documentary producer, writer and former university journalism professor. During his 24-year career in the tourism industry, Johnson has winged his way to 58 countries, developing media projects and strategies for airlines, cruise lines, hotel chains, governments including Thailand, Nepal, Austria, the State of California, numerous CVBs and organizations such as UNDP, the Asian Development Bank and the Pacific Asia Travel Association. Johnson produced the "Jewels of the Mekong" marketing project in the 1990s and recently developed the communications package for the ADB's "Mekong Tourism Strategy." Johnson is also well known in the high tech industry. His "radio-station-in-a-box" invention is in use in communities and schools around the world and is featured in UNESCO's guide to village radio. With de Alwis, Johnson developed the original "World of Many Faces" tourism education initiative.

**Produced by
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